



USDA/FAS TRADE SHOW TIDBITS

April 2010

Spring Is Finally Here!



Looking for a new show to attend? Check out all upcoming USDA-endorsed trade show events at <http://www.fas.usda.gov/scripts/agexport/EventQuery.asp> and our 2010/2011 calendar at www.fas.usda.gov/agx/trade_events/trade_events.asp

TIP OF THE MONTH



Tip #13 – Take advantage of resources at a Trade Show. Many times U.S. companies overlook services provided that could help with meetings and future sales. Take advantage of the International Trade Center whenever available. It is an excellent place to get a copy of the trade show Export Directory with U.S. companies interested in exporting. It is also a resource to meet with potential International buyers visiting the trade show.

U.S. SHOWS WITH INTERNATIONAL FLAIR!



U.S. Food Showcase at FMI's Supermarket Industry Exposition (May 11-13, 2010) Las Vegas, Nevada. (Returning!) The U.S. Food Showcase attracts buyers from every major overseas market and features exciting new products for virtually every category. Reach out to an array of opportunities – from supermarkets and convenience stores to restaurants and foodservice companies to specialty shops and much more. Whether it is beverages, health foods, canned goods, dairy products, meats or snack foods, buyers will find it here. For more information on exhibiting in the USFS, contact usfs@cmgexpo.com or visit www.nasdatradeshow.org. General questions can be directed to Pamela Sherard at pamela.sherard@fas.usda.gov or 202-720-7409.

American Food Fair at NRA (May 22-25, 2010) Chicago, Illinois. The National Association of State Departments of Agriculture (NASDA) is once again organizing the American Food Fair at the National Restaurant Association (NRA) show. Join the more than 1,800 exhibiting companies and 55,000 attendees from all 50 states and from over 115 countries at NRA 2010. For more information on exhibiting, contact aff@cmgexpo.org or visit

www.nasdatradeshow.org General questions can be directed to Pamela Sherard at pamela.sherard@fas.usda.gov or 202-720-7409.

Americas Food & Beverage Show (Oct. 26-27, 2010) Miami, Florida. The Americas Food & Beverage Show is a unique western hemispheric event that gives you exposure to U.S., Caribbean, Canadian, Mexican, Central and South American buyers. Last year there were 209 U.S. companies exhibiting. Actual and projected sales totaled \$104 million for all exhibitors. Products most sought were grocery products, beverages, exotic foods, meat, poultry and seafood. For more information, visit www.americasfoodandbeverage.com/ or contact Pamela.Sherard@fas.usda.gov or call 202-720-7409.

ASIAN ACCENTS



Seoul Food & Hotel Korea (May 12-15, 2010) Seoul. Seoul Food & Hotel Korea is the biggest trade only food show in South Korea. South Korea is the United States' 5th largest market for agricultural, fishery, and forestry products. In 2009, 35,000 trade visitors attended the show. This event provides access to major food importers, distributors, hoteliers, restaurateurs, and retailers who are looking for food, beverages, wines and spirits, hospitality and foodservice, and ingredients. Best market prospects include fish and seafood, beef, pork, poultry, nuts, fresh citrus, and wines. (2 booths left) To learn more, see <http://www.seoulfood.or.kr/2010/intro.asp> or contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

IFIA Japan (May 19-21, 2010) Tokyo. With more than 26,000 trade-only visitors in 2009, IFIA is the largest show in Japan dedicated to the food ingredient and additive industries. Best market prospects include antioxidants, acidulants,

additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, fats and oils, emulsifiers, enzymes, fibers, food supplements, frozen fruit and vegetable foods, healthy foods and beverages, juices, low-cal foods, malt extracts, meal substitutes, nutraceuticals, organic products, preservatives, proteins, seasonings and spices, starches, sweeteners, and yeasts. Visit <http://www.ifiajapan.com> or contact Anne.Almond@fas.usda.gov or call 202-690-2853.

Food Taipei (June 23-26, 2010) Taiwan. Food Taipei is the largest food and beverage show in Taiwan. Taiwan is the United States' 6th largest export market for food and agricultural products. A total of 20 U.S. companies participated in Food Taipei 2009, which attracted 30,000 Taiwanese professional buyers. Best market prospects include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, beef, wines, seafood, rice, tree nuts, health food, and juices. For more info, www.foodtaipei.com.tw or contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

World Food Expo (August. 4-7, 2010) Manila, Philippines – Newly endorsed. World Food Expo (WOFEX), held annually in Manila, is the Philippines' largest industry exhibition featuring food and beverage products and the latest food processing equipment. WOFEX 2009 welcomed 630 exhibiting companies and 42,672 registered local and international trade buyers and visitors. The Philippines is the largest market in Southeast Asia for U.S. consumer-oriented food products with significant potential for continued growth. The United States exported over \$394 million of consumer-ready food and beverages to the Philippines in fiscal year 2009. Best market prospects include tree fruits, juices, pet food, natural and health foods, fresh produce, seafood, beef & pork products, poultry products, wines, cheese, tree nuts, dried fruits & nuts, food ingredients, and food processing ingredients. Visit <http://filsites.com/wofex-09/> or contact Sharon.Cook@fas.usda.gov or call 202-720-3425.

Food Ingredients Asia (Sept. 29-Oct. 1)

Jakarta, Indonesia. Recognized as the top meeting place for food ingredient suppliers, Fi Asia 2009 in Bangkok, Thailand, welcomed approximately 209 exhibitors from 45 countries and drew 6,225 food professionals from the entire Southeast Asia region. USA Pavilion exhibitors estimated nearly \$5 million in 12-month projected sales as a result of participating in the event. Beginning in 2010, Fi Asia will alternate between Jakarta and Bangkok. Best market prospects for Indonesia include food-use soybeans, beef, cheese and other dairy products, flavorings and other inputs, dehydrated potato products, fruit concentrates, bakery ingredients, and wheat flour as an alternative to rice for use in processing noodles and baked goods. Growth opportunities also exist for food ingredients that can be used for fortification. Visit <http://fiasia.ingredientsnetwork.com/> or contact Sharon.Cook@fas.usda.gov or call 202-720-3425.

THE LAND DOWN UNDER



Fine Food Australia (Sept. 13-16, 2010)

Melbourne. Fine Food is an international exhibition for the food, drink, and equipment industries and is the largest food industry event in the region. Fine Food attracts over 23,000 trade-only buyers and decision makers in the food importing, distribution, retail and catering industries. Best product prospects include organic and natural products, fruit/tea drinks, sports and energy drinks, fresh pasta sauce, frozen Asian foods, and nutritious snacks. For more information visit http://www.finefoodexpo.com.au/page/fine_food_australia.html or contact Sharon.Cook@fas.usda.gov or call 202-720-3425.

LATIN SWING



Alimentaria Mexico [Returning!]

(June 1-3, 2010) Mexico City.

Alimentaria Mexico is "the show" that retail buyers (approximately 3,800 in 2008) attended to find products in the Mexican market. This show is an important event where exhibitors also interact with chefs from Mexico's best restaurants and hotels. In 2007, a total of 13 U.S. companies participated in the event and reported \$2.5 million in 12-month projected sales. Best market prospects include seafood, fish, beef, lamb, veal, pork, poultry, red meats, and dairy products. Visit www.alimentaria-mexico.com/en-gb/alimentariamexico.cfm or contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

Exphotel (June 9-11, 2010) Cancun, Mexico.

Exphotel is Mexico's largest HRI show for the Mexican Caribbean region. A total of 30 U.S. companies participated in Exphotel 2009 and reported \$11 million in 12-month projected sales. In 2009, over 6,900 trade visitors attended. Best market prospects include seafood, beef cuts and variety meats, dairy products, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, non-alcoholic and alcoholic beverages, wines, vegetable oils, frozen products, sugar and sweeteners, herbs and spices. Visit <http://www.exphotel.net/> or contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

ABASTUR (August 3-6, 2010) Mexico City, Mexico.

Abastur is considered to be one of the largest trade shows for the hospitality industry in Mexico City. In 2009, over 23,500 visitors, including top buyers and importers, attended the event. Best market prospects include beef, pork, dairy products, seafood, poultry products, snacks, food ingredients, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, alcoholic and non-alcoholic beverages, vegetable oils, frozen products, sugar and sweeteners, herbs and spices. Contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

Food Ingredients (Fi South America) Sept. 21-23) Sao Paulo, Brazil. Information will be coming soon!!!! Contact Tobitha.Jones@fas.usda.gov or call 202-690-1182.

EUROPE AND RUSSIA



World Food Moscow (Sept. 14-17) Russia.

This event offers an excellent opportunity to introduce U.S. food products in Russia, one of the world's fastest growing markets. Last year, this 4-day show drew more than 1,100 exhibitors from 55 countries and attracted more than 53,988 importers, wholesalers, retailers, and processors from all parts of Russia and many neighboring countries. The main USA Pavilion will be located in the Fruits & Vegetables Sector, with satellite USA Pavilions in Fish & Seafood and in Grocery. Best market prospects include meat & poultry, fish & seafood, dried & fresh fruits, nuts, food ingredients, snacks, confectionery, prepared/canned foods, wines, dry beans & lentils, and popcorn. To learn more: http://www.foodexhibitions.com/worldfood-moscow/2010/wfm2010_usa1.htm or contact Sharon.Cook@fas.usda.gov or call 202-720-3425.

SIAL Paris (September 17-21) France. The 24th edition of SIAL Paris will be the world's largest international food and beverage trade exhibition in 2010 with 5,500 exhibitors and over 147,000 trade-only visitors representing 188 countries serving the needs of all market segments including large-scale distribution, trading companies, import-export, wholesale distribution, specialty retail, foodservice as well as food manufacturing. For more info, visit <http://www.imexmanagement.com/show/9/sial-paris-2010/> or contact Sharon.Cook@fas.usda.gov or call 202-720-3425.

S-U-C-C-E-S-S



Follow the link below to read about a specialty food company finding continued success in international trade shows:

http://www.fas.usda.gov/mos/Success_Story/success_stories.asp

\$12.8 Million in Sales Projected at Antad.

Antad, Mexico's largest food and retail show, took place in Guadalajara, Mexico, from March 10-12, 2010. Over 15,000 food trade visitors enjoyed U.S. popcorn, pork, chicken, dried fruit, seafood and a wide range of grocery products. Forty-five U.S. companies and cooperators participated in the U.S. pavilion reporting \$200,000 on-site sales and projecting an additional \$12.8 million in 12-month sales. The companies made 269 serious business contacts and introduced 159 products. For more information contact Tobitha Jones at 202-690-1182

Foodex Japan 2010 Kicks Off Partners in Agriculture.

Foodex Japan 2010, the largest food show in Asia, took place March 2-5, 2010, in Tokyo, Japan. The FAS Agricultural Trade Office in Tokyo reported close to \$15 million of 12-month projected sales of U.S. agricultural products resulting from the show. The most popular U.S. products at the show were dried fruits and nuts, ice cream, pork back ribs, cakes and cookies, and soy products. Of the ninety U.S. companies represented 25 were small to medium size companies, with 17 new-to-market exhibitors. Ambassador John Roos visited with exhibitors and held a press conference with about 35 media representatives on the Partners in Agriculture, an exciting series of events celebrating 50 years of close agricultural relationship between the United States and Japan. For more information contact Anne Almond at 202-690-2853.